



Dear communicator,

Diabetes is a growing epidemic in Washington State. More than 627,000 individuals are living with the disease, and around 2 million more are living with prediabetes, which could become type 2 diabetes in the future. The World Diabetes Day Washington (WDDWashington) campaign goal is to boost awareness of this rising health concern, promote early screening, and effective management by:

- Celebrating and encouraging those maintaining or working towards a healthy lifestyle,
- Increasing awareness and educating our communities, and
- Informing people on the importance of diabetes prevention.

This campaign involves multiple organizations who collaborated to build the attached social media toolkit that will raise awareness to the importance of decreasing the impact of diabetes in our state by encouraging #diabetesmanagement, #diabetesawareness, and #diabetesprevention. This toolkit is located on the Diabetes Connection website (diabetes.doh.wa.gov).

We hope you will join us by adopting this toolkit and spreading the campaign over the next six weeks. Check out the [WDDWashington](#) Facebook, Twitter, and Instagram pages to keep up with our posts and see more social media messages. The [Diabetes Connection](#) site also contains a guide to organizing a [Community Conversation on Diabetes](#) that will help facilitate a discussion on diabetes in your area.

In addition to the social medial toolkit and community guide, we would like to encourage the use of the international blue circle symbol to signify the unity of the global diabetes community, in response to the diabetes epidemic. We also encourage everyone to wear blue on November 14th to symbolize the support to WDDWashington campaign. You can post pictures of your group with the blue circle or wearing blue to social media with #WDDWashington.

If you wish to be removed from this list, please contact [WHOM]. Thank you for helping spread the word!

Sincerely,

[NAME(S)]

